

PHASE OUTS

For the most up-to-date product inventory information, please visit the [Inventory Status](#) page.

Pending inventory availability, the following products will be discontinued on May 16, 2025.

PRODUCT

Endless Performance® Crème-to-Powder Foundation

REASON FOR PHASEOUT/PRODUCT RECOMMENDATIONS

Upcoming Flawless Face and Color category changes: The Flawless Face category is the first to be impacted with the phaseout of Endless Performance® Crème-to-Powder Foundation. There will not be a replacement for this product. Many factors go into these decisions that align with the overall goal of prioritizing products that can more positively impact your business. We understand that sometimes these decisions can be disappointing. Please know that we will continue to work to help you manage these transitions and recommend alternatives where possible.

The recommendation is to use TimeWise® Matte 3D Foundation in conjunction with Mary Kay® Silky Setting Powder or Mary Kay® Translucent Loose Powder.

MKMen® Daily Facial Wash

NEW! MKMen® Daily Facial Wash

MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30

NEW! MKMen® Ultimate Moisturizer
For a moisturizer, we recommend new MKMen® Ultimate Moisturizer in the morning and evening. For sun protection, we recommend the Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30 after applying new MKMen® Ultimate Moisturizer.

PHASE OUTS

PRODUCT

MKMen® Cooling After-Shave Gel

TimeWise® 3-in-1 Cleansing Bar (with soap dish)

REASON FOR PHASEOUT/PRODUCT RECOMMENDATIONS

NEW! MKMen® Moisturizing Shave Cream
The new MKMen® Moisturizing Shave Cream and the new MKMen® Ultimate Moisturizer provide some of the same soothing and hydrating benefits you and your customers liked about the MKMen® Cooling After-Shave Gel.

The TimeWise® 3-in-1 Cleansing Bar will be completely phased out due to low performance. As an alternative, you may recommend TimeWise® 4-in-1 Cleanser for an age-defying option. Mary Kay® Hydrating Cleanser is recommended for those looking for a sensitive skin option.